



GOVERNOR'S ADVISORY COUNCIL ON AGING

**Mature Workforce Committee
Meeting Minutes
September 23, 2010
12:00 – 2:00 p.m.**

**Executive Tower, Grand Canyon Room
1700 West Washington Street
Phoenix, Arizona 85007**

Council Members, Liaisons, and Participants Present

Kati Bates, Charles Brown, George Evanoff, Joyce Finkelstein, Bernadine Hoffman, Noreen Nickerson-Cruz, Joe Woods, Larry Woods (Chair), Karen Zanzucchi, Christine Bryson-Lazo, Roger Forrester, Yolanda Locher, Ron Loyd, Joel Millman

Council Members Absent

Dana Campbell Saylor, Marilyn Johnson, and Simone Kelsh

Council Staff Present

Cathy De Lisa, and Shawn Trobia

Guests Present & Signing In

Clyde Cross, Frank Watts

Call to Order, Welcome, Introductions & Approval of Minutes

Committee Chair Larry Woods called the meeting to order at 12:04 p.m. A welcome and introduction period followed. Minutes from the July 8, 2010 meeting were reviewed. *Joyce Finkelstein made a motion to approve the minutes as written, and Charles Brown seconded the motion. The motion passed unanimously.*

Follow Up

Council Staff Shawn Trobia updated the Committee on the status of the Follow-up action item from the July 8, 2010 meeting. There was one item requested from the committee at the July meeting:

- A speaker who can share information about the needs of mature workers at different ages will be asked to present to the Committee.

Ms. Trobia noted that today's guest speaker, Mr. Roger Forrester, will be sharing information on this topic as part of today's presentation to the Committee.

Mature Worker Connection/Pima Council on Aging Update

Roger Forrester, Program Administrator, Mature Worker Connection (MW Connection)/Pima Council on Aging (PCOA), began his presentation by providing the Committee with his

background as a Human Resources Professional. Mr. Forrester also introduced Mr. Frank Watts and Mr. Clyde Cross, both volunteers for the MW Connection in Tucson. Mr. Watts and Mr. Cross, as retired professionals, have been instrumental in assisting and contributing to the work that is being done at the MW Connection, a program of PCOA. The MW Connection is a job referral service for individuals 50+ of age. Mr. Cross and Mr. John Shattuck (who was unable to attend today) are currently assisting the Governor's Office on Aging with curricula development for the Re-Certification of the Mature Worker Friendly Employers.

Mr. Forrester presented information about the history and current activities of the MW Connection. He explained that his presentation today will focus on two distinct programs under the Pima Council on Aging, the Mature Worker Connection and the Senior Community Services Employment Program (SCSEP). Both programs have two groups of clients, the job seeker/mature worker and the employer. The MW Connection currently has 607 employers that are registered with the organization. Those employers represent a variety of jobs within their organizations, from service & maintenance positions to professional positions. At any given time, between 250 and 300 vacancies are posted with the MW Connection. The mission of the MW Connection is to educate employers as to the value of mature workers, and to connect mature job seekers and employers. Mr. Forrester noted the importance of partnering with local organizations in Pima County.

The SCSEP program was then described as a federally-funded training program for 55+ workers at lower income levels. Mr. Forrester noted that the MW Connection and the SCSEP programs compliment each other, and that job seekers can be transferred between the two programs as appropriate.

The importance of updated job search skills for the job seekers was then discussed, including details of the *Job Search Skills Workshop*, a 4-hour class that job seekers are required to attend prior to their full registration in the MW Connection program. Mr. Watts and Mr. Cross provided input and details about this training program. It was also noted that the training is provided to the job seekers free of charge. The policy of requiring this training has benefited the job seekers themselves as well as the employers who partner with the MW Connection, with the job placement rate moving from 30% to 50% largely due to the mandatory training now in place.

Mr. Forrester updated the Committee on initiatives of the MW Connection, and noted the program has been brought to the Green Valley/Sahuarita, Marana and Oro Valley areas in separate initiatives. Plans are being made to bring the program to the inner city, as an Inner City Initiative is now underway. It was also announced that a major initiative to further employers' awareness of the value of mature workers will be launched soon in Pima County. An employer survey and forums will be conducted, and sharing information about the Mature Worker Friendly Employer Certification will be included in the outreach.

The "Seniors for the Season" program is also underway, with the intent of matching mature workers with retailers in need of increased staffing for the Holidays. Mr. Forrester also informed the Committee that a forum, co-hosted by the United Way of Tucson and Southern Arizona, was recently held with approximately 130 people in attendance. Panel presenters included Mr. Watts, and seniors were provide with a copy of the *Transforming Retirement with Extended Life Options* guide, a publication of the United Way in Tucson.

Several additional questions about the MW Connection and the training opportunities were asked by Committee Members, and Mr. Cross and Mr. Watts assisted in answering the Committee's questions.

Mature Workers – Goals & Needs at Different Ages

Mr. Forrester provided observations that he and his staff/volunteers have made by working with job seekers at the MW Connection. He noted that the job seekers fall into two age groups, with approximately one half of the workers being in the 50 to 60 years of age group, and the other half being 60 to 70 years of age. A small number of job seekers are over 70 years of age. It has been observed that the 50 to 60 year old workers are in greater need of employment than their older counterparts.

The "younger" mature workers are more apt to agree to the mandatory training and are more willing to consider career transitions than their older counterparts. Overall, it was noted that there are really more similarities than differences in mature workers aged 50 to 70 years of age. Differences are not so much "age" related as they are "needs" related, as it was discussed how each mature worker has their own individual situation.

Possible Enhancements to Certified Employer Trainings – Discussion

Committee Chair Larry Woods reminded the committee that the current limitation of having only one Employer Certification cycle per year was noted in previous Committee meetings. This is largely due to the required training being conducted in "live" web-conference sessions. The option of having a computer-based training is being explored, and if implemented, could potentially result in a higher number of certifications per year. It was also recommended that the application window be extended from the current two and one-half months time period to a longer time period.

Joel Millman, DES/Division of Aging & Adult Services, noted that DES works with the Governor's Council on Workforce Policy. The Council is currently working on strategic action items as it works with the AZ Department of Commerce. Conversations are underway among the following organizations/Councils: AZ Department of Economic Security, the Governor's Office on Aging/Governor's Advisory Council on Aging and the Governor's Council on Workforce Policy. The information sharing may result in an increased number of employers being made aware of the Mature Worker Friendly Employer Certification.

Mature Worker Website – powered by Jobing.com

Statistics & Blogging

Committee Chair Larry Woods shared current statistics on the number of visitors to the Mature Worker Website as well as the number of page views. In particular, the following approximate numbers were shared:

- April 2010: 50,000 page views
- May 2010: 151,000 page views
- June 2010: 212,000 page views
- July 2010: 97,000 page views

The increased number of page views is probably attributed to the open application time period of the Employer Certification.

Mr. Woods reminded the Committee that they are encouraged to submit articles to the Council staff that would be of interest to job seekers. The articles could then be shared as part of the blogging process on *Jobing.com*'s website. Mr. Woods offered to obtain the permission of the authors/publishers of the articles in order to assist with the required process for posting blogs on behalf of the Mature Workforce Initiative. A sign up sheet for blogging volunteers was circulated.

Ms. Trobia thanked the committee members that had recently submitted blogs for inclusion on *Jobing.com*'s website.

Governor's Office on Aging Update

Employer Re-Certification Curriculum Content

Ms. Trobia briefly updated the Committee on the process underway in developing the needed curriculum for the Re-Certification of the Mature Worker Friendly Employers. The 90-minute Employer Training Session was outlined. The session will include a Facilitator, two Guest Presenters, and two Featured Employers who will be sharing "best practices" information specific to their organizations. The two main topics, as previously reported, will be:

- Flexibility in the workplace (both flexible schedules and flexible benefits)
- Multi-generational workplace

It was announced that *Casa Grande Regional Medical Center*, one of the 2008 Certified Employers, has agreed to be the Featured Employer for the flexibility portion of the session.

Mr. Clyde Cross and Mr. John Shattuck, as volunteers and representatives of the Mature Worker Connection at PCOA, were once again recognized for their assistance and contributions in developing the needed curriculum.

As part of the overall process, Maricopa Community College District, Pima County Community College District, and Yavapai Community College will be providing a final review of the curricula being developed for the Re-Certification process.

Mature Worker Friendly Certified Employers

Re-Certification of the 2008 Employers & Application Process

2010 Certification of New Employers ~ Update

Ms. Trobia updated the Committee on the application process for the Re-Certifying Employers. The delivery of the Employer Training Sessions will be done via web-conferencing, and is expected to be available to the applicants in early November 2010.

Mr. Woods updated the Committee regarding the 2010 applicants for the Mature Worker Friendly Employer Certification. 31 applications are in process, with 10 organizations scheduled to attend the last Employer Session being held the following week. A handout listing information that includes the city (locations) of the applicants, the number of 50+ full time and part time employees, and the source of where the employer learned of the Employer Certification was provided to the Committee. It was noted that many of the organizations have large numbers of workers over 50 years of age. Committee members were thanked for their assistance in conducting outreach in their communities.

MWC Input for the 2010 Council Planning Meeting

Mr. Woods asked the Committee members to think about any suggestions and possible activities they would like to have presented to the Council as that body begins its planning for the Mature Workforce Committee in 2011. Two items that were immediately noted were:

- Accessing and utilizing, as appropriate, the employer survey results that will be available from the Mature Worker Connection at Pima Council on Aging
- Developing an awareness program for presentation to the Governor's Council on Workforce Policy

Council Chair George Evanoff emphasized the importance of input from the Committee to the Council as the Council makes plans for the coming calendar year. Committee members were encouraged to get their ideas to the Committee Chair. The value of having a strategic planning session at the November Mature Workforce Committee meeting was also noted, and will be planned.

Announcements

- Mr. Forrester noted that the Mature Workforce Initiative brochure is shared as a handout to all the job seekers receiving assistance from the Mature Worker Connection.
- Mr. Millman announced that this week is the national "Employ an Older Worker Week" as well as the 45th anniversary of the Senior Community Service Employment Program. The anniversary was celebrated in Washington, D.C.

Adjournment

The meeting was adjourned by Committee Chair Larry Woods at 1:59 p.m.

Next Meeting:

The next meeting of the Mature Workforce Committee of the Governor's Advisory Council on Aging will be November 4, 2010. Location to be determined and announced by public meeting notice posted at the GACA website, www.azgovernor.gov/gaca .